detecting the presence of a Local Area Network (LAN) providing wireless network access to a global communication data network with at least one mobile device at a location;

requesting identification information from the at least one mobile device through an access node of the LAN;

sending user information from the at least one mobile device to the access node of the LAN, the user information including identification of the at least one mobile device and demographic information about a user of the at least one mobile device;

sending the demographic information about the user of the at least one mobile device to an advertising server;

providing access to the global communication data network through a gateway of the LAN to the at least one mobile device in response to receiving the demographic information about the user of the at least one mobile device by the advertising server from the access node of the LAN;

accessing the global communication data network through a gateway of the LAN with the at least one mobile device;

receiving commercial messages at the location through the gateway from the advertising server, the commercial messages being selected based on the demographic information of each of the users provided with the access to the LAN; and

sending the commercial messages to at least one display connected to the access node of the LAN at the location for viewing by all persons at the location including the users provided with the access to the LAN.

27. (Twice Amended) An article comprising a storage medium having instructions stored therein, the instructions when executed causing a processing device to perform:

requesting identification information from at least one mobile device by a hub on a Local Area Network (LAN), providing wireless network access to a global communication data network, the requesting occurring after the at least one mobile device at a location detected the presence of the LAN and requested access through an access node of the LAN;

receiving user information from the at least one mobile device at the hub, the user information including identification of the at least one mobile device and demographic information about a user of the at least one mobile device;

sending the demographic information about the user of the at least one mobile device to an advertising server;

giving access to the global communication data network through the hub of the LAN to the at least one mobile device in response to receiving the demographic information about the user of the at least one mobile device by the advertising server from the access node of the LAN;

receiving commercial messages at the hub from the advertising server, the commercial messages being selected based on the demographic information of each of the users provided with the access to the LAN; and

sending the commercial messages to at least one display connected to the access node of the LAN at the location for viewing by all persons at the location including the users provided with the access to the LAN.

3

33. (Twice Amended)  A processing device having instructions stored therein, the processing device connected to a Local Area Network (LAN), the instructions when executed causing the processing device to perform:

requesting identification information from at least one mobile device by the processing device, the requesting occurring after the at least one mobile device at a location detected the presence of the LAN providing wireless network access to a global communication data network and requested access through an access node of the LAN;

receiving user information from the at least one mobile device at the processing device, the user information including identification of the at least one mobile device and demographic information about a user of the at least one mobile device;

sending the demographic information about the user of the at least one mobile device to an advertising server;

giving access to the global communication data network through the hub of the LAN to the at least one mobile device in response to receiving the demographic information about the user of the at least one mobile device by the advertising server from the access node of the LAN;

receiving commercial messages at the processing device from the advertising server, the commercial messages being selected based on the demographic information of each of the users provided with the access to the LAN; and

sending the commercial messages to at least one display connected to the access node of the LAN at the location for viewing by all persons at the location

4

including the users provided with the access to the LAN.


     39.  (Twice Amended) A method for public wireless paying network access comprising:

     selecting items to purchase at a commercial establishment by a customer;

     sending user information from a mobile device of the customer to a Local Area Network (LAN) at the commercial establishment through an access node of the LAN, the LAN providing wireless network access to a global communication data network, the user information including identification of the mobile device and demographic information about the customer;

     placing identification information for the customer into a queue, the queue identifying customers ready to purchase items selected by each customer, the customer identification information being placed on the queue in a chronological order, the contents of the queue being displayed at the commercial establishment for viewing by all persons;

     sending the demographic information about each customer on the queue to an advertising server;

     receiving commercial messages from the advertising server, the commercial messages being selected based on the demographic information of each of the customers provided with access to the LAN; and

     sending the commercial messages to at least one display connected to the access node of the LAN at the commercial establishment for viewing by all persons at the commercial establishment including the customers provided with the access to the LAN.


5